

The Quick Print Shop

Approach to E-Commerce

Royal P. Farros
Chairman & CEO

iPrint.com



Interesting Quotes that Apply to Commercial Printing and the Internet

“I’ve been trying for some time to develop a lifestyle that doesn’t require my presence.”

Doonesbury, Cartoonist, Gary Trudeau



Interesting Quotes that Apply to Commercial Printing and the Internet

“If someone had told me that I would be Pope one day, I would have studied harder.”

Pope John Paul I



Interesting Quotes that Apply to Commercial Printing and the Internet

“There are a billion people in China.
That means even if you’re a one-in-a-million type of guy, there are still 1,000 guys exactly like you.”

Author A. Whitney Brown



iPrint.com

The “Quick Print Shop”, Approach

iPrint.com results:

- ~1% reprint-due-to-error rate
- 10% “Thank You” notes
- Top “BizRate” performer





The Internet Print Shop

Welcome:

[First Time Visitors](#)
[Information FAQ](#)
[Price List](#)
[Samples](#)
[Guarantee](#)
[Safe & Secure](#)

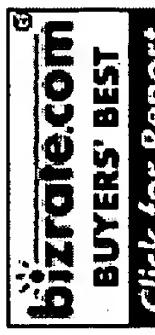
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Business Products & Stationery

Business Cards	Stamps	Labels
Business Forms	Post-it® Notes	Business Announcements
And More...		And More...

Gift Center

Photo Cards	Mugs	Tote Bags
Sweatshirts	Mouse Pads	Sweatshirts
Photo Puzzles		Photo Puzzles

Promotional Products

Golf Balls	Magnets	Caps
Polo Shirts	T-Shirts	T-Shirts
Rolodex Cards	And More...	And More...

iPrint.com CLICK A BUSINESS CARD TYPE

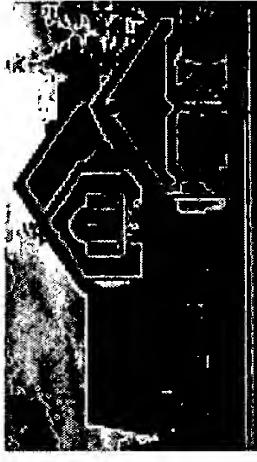
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 Click on a Business Card Category - Netscape

File Edit View Go Communicator Help
DRAFTS

iPRINT.com CLICK A BUSINESS CARD CATEGORY

[Go Back](#)

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[Use Saved Design as Starting Template](#)

For creating a new item
based on an existing design.

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PICK A LAYOUT

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Click a starting design. (You can further customize the design in a moment).

Your Name Here Your Title Here	<input type="button" value="Graphic Here"/>
Your Company Here	
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Your Message Here	

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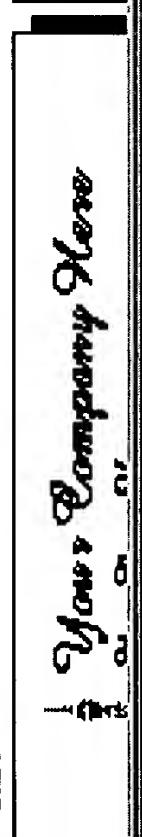
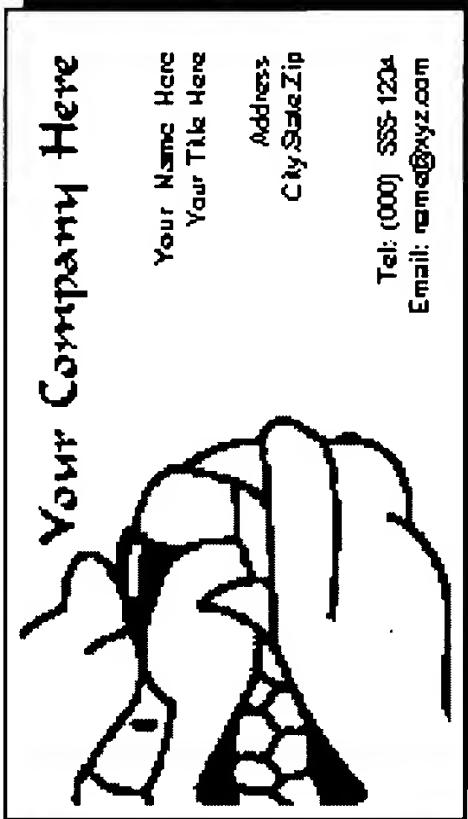
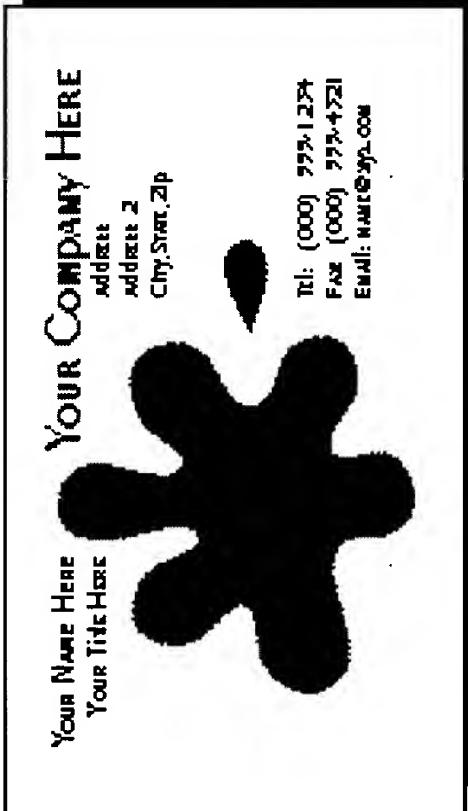
PRINTteam PICK A LAYOUT

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Click a starting design. (You can further customize the design in a moment).

Note: These designs may have additional color and registration charges.



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DESIGN
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Need Help?

Go To Shopping Cart

Pricing/Quantity

Changes: [Text](#) [Graphics](#) [Colors](#) [Fonts](#) [Size](#) [Move](#) [Nudge](#) [Paper](#)

[Card Size](#) [Layout](#)

YOUR NAME HERE

[Save](#) [Print Proof](#) [Email iBizCard](#)

[Changes](#) [Text](#) [Graphics](#) [Colors](#) [Fonts](#) [Size](#) [Move](#) [Nudge](#) [Paper](#)

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(Allow a few moments for updating.)



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FILL IN YOUR INFORMATION

Use TAB to move between fields.

Name:	Steve Jobs
Name2:	
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Address2:	123 Main Street
City/State/Zip:	Palo Alto, CA 94035
Ph/Fx/EMail:	Tel: 650.555.1212
Ph/Fx/EMail2:	Fax: 650.555.1214
Ph/Fx/EMail3:	Cell: 650.555.1216

Cancel

OK



Need Help?

Pricing/Quantity

Go To Shopping Cart

Changes:

Text

Graphics

Colors

Fonts

Size

Move

Nudge

Paper

Card Size

Layout

STEVE JOBS



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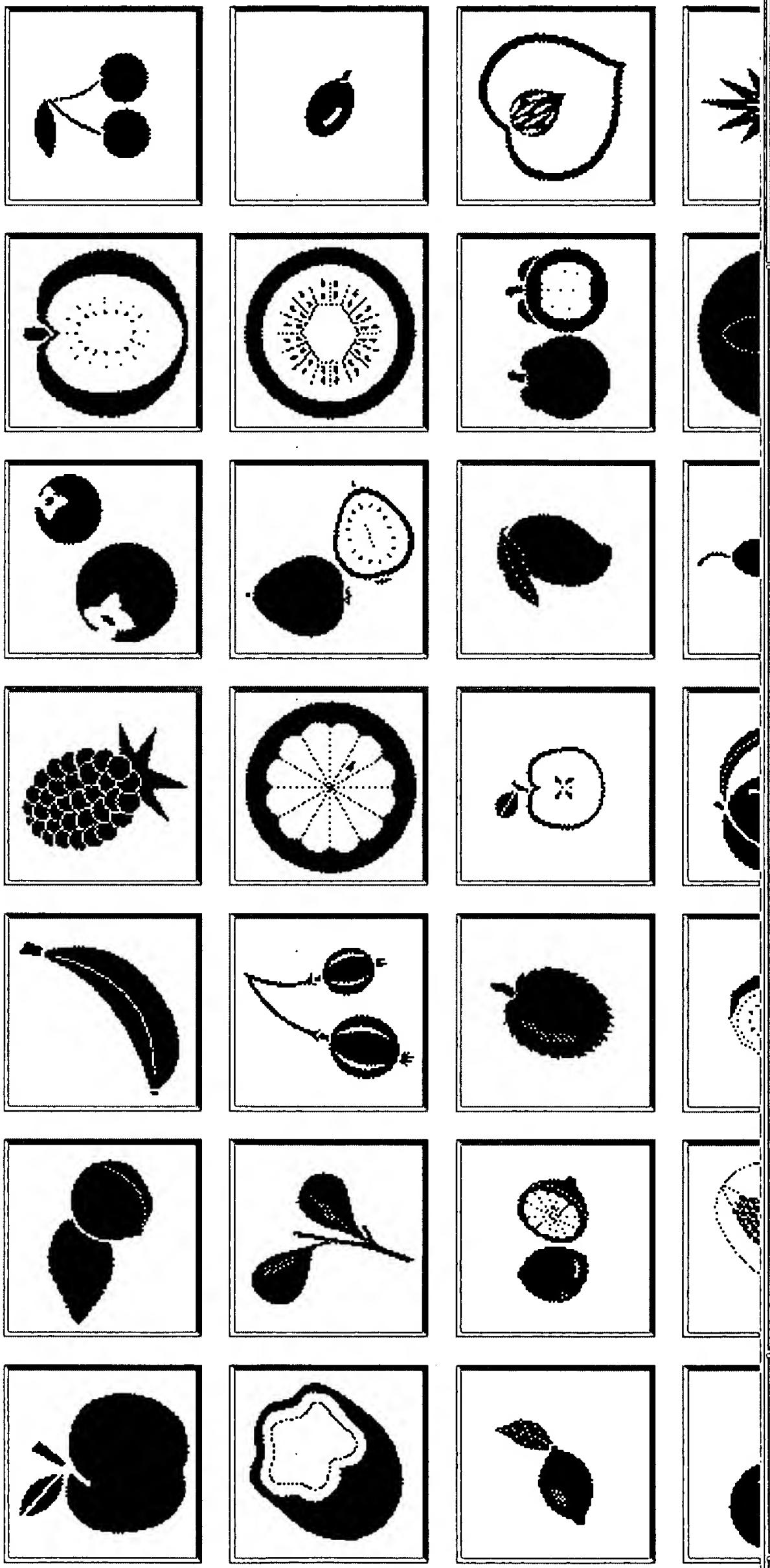
File Edit View Go Communicator Help

Click desired graphic. To change, select a category: [Fruit](#)

[Return To Top](#)

[and Press To View](#)

These graphics are for screen viewing only. The actual graphic that will be printed is a professional, high-quality EPS image.



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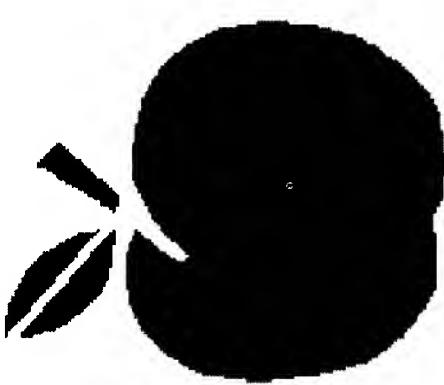
Pricing/Quantity

Changes:

Text Graphics Colors Fonts Size Move Nudge Paper Card Size Layout

Save

Print Proof Email iBizCard



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Select Ink Color - Netscape

File Edit View Go Communicator Help

Pricing Note:

\$4 CHARGE PER COLOR UP TO
QTY 500 AND FOR EACH
QTY 500 AFTER THAT

Note: While we've done our best to accurately represent product colors, monitor color calibration can vary considerably.

As an alternative to using the pop-up control above, you can click on the desired color below, or [Return To Top](#)

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| | <input type="button" value="Pink"/> | | <input type="button" value="Red"/> | | <input type="button" value="Burgundy"/> | | <input type="button" value="Brown"/> | | <input type="button" value="Bright Orange"/> | | <input type="button" value="Green"/> | | <input type="button" value="Pine Green"/> |
| | <input type="button" value="Pink"/> | | <input type="button" value="Red"/> | | <input type="button" value="Burgundy"/> | | <input type="button" value="Brown"/> | | <input type="button" value="Bright Orange"/> | | <input type="button" value="Green"/> | | <input type="button" value="Pine Green"/> |
| | <input type="button" value="Pink"/> | | <input type="button" value="Red"/> | | <input type="button" value="Burgundy"/> | | <input type="button" value="Brown"/> | | <input type="button" value="Bright Orange"/> | | <input type="button" value="Green"/> | | <input type="button" value="Pine Green"/> |
| | <input type="button" value="Pink"/> | | <input type="button" value="Red"/> | | <input type="button" value="Burgundy"/> | | <input type="button" value="Brown"/> | | <input type="button" value="Bright Orange"/> | </ | | | |

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DESIGN
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Changes:

Text Graphics Colors

Font

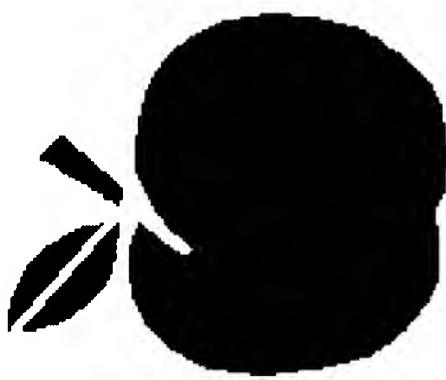
Size

Move

Nudge

Layout

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Changes:

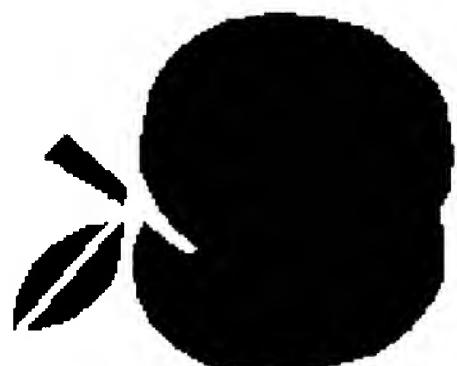
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Misc 3:	Cell#4: 650.555.1222
Misc 4:	Cell#5: 650.555.1224
Misc 5:	Cell#6: 650.555.1226
Misc 6:	Cell#7: 650.555.1228
Misc 7:	

Add extra field? No

Yes, as part of the Phone block

Yes, and place in the center of the design



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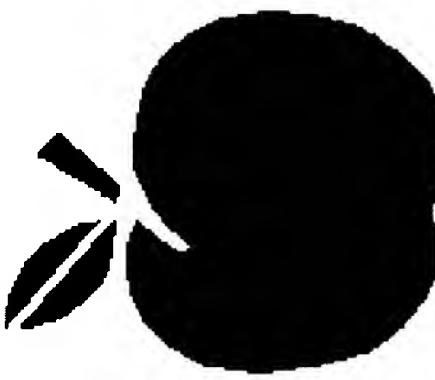
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Changes:

Text Graphics Colors Fonts Size Move Nudge Paper Card Size Layout

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Select Distance to Nudge:

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Up **Down** **Right**
Left **Undo**

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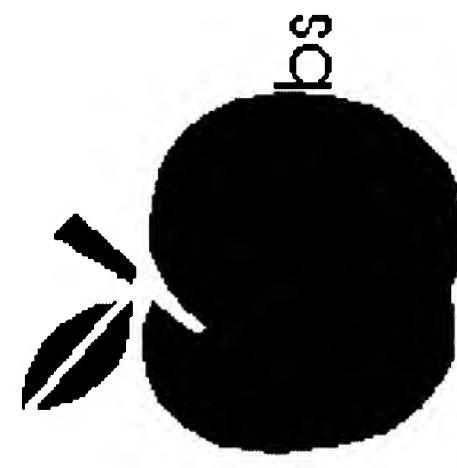
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Make a: 6 point change

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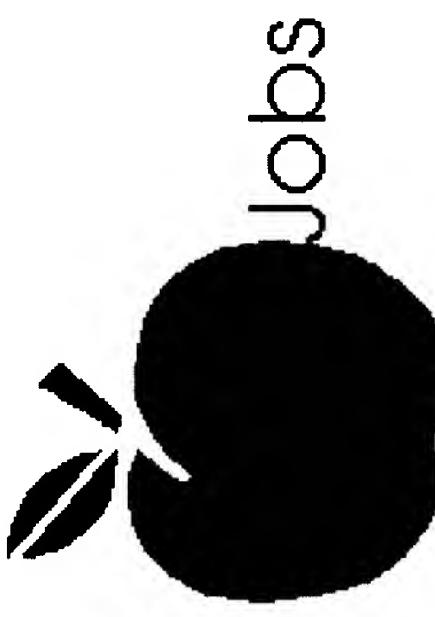
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Email BizCard

Pricing/Quantity

Layout

Text

Graphics

Colors

Fonts

Size

Move

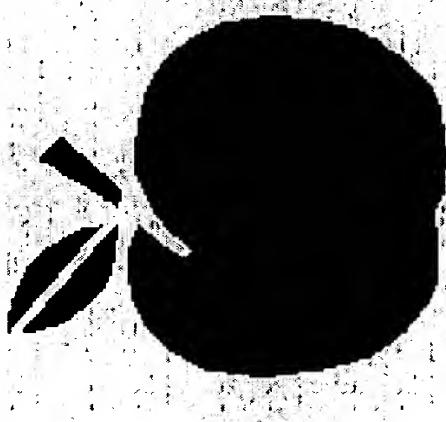
Nudge

Paper

Card Size

Layout

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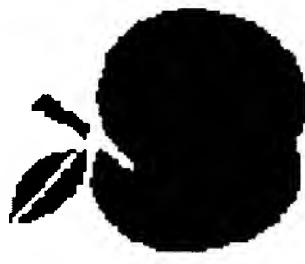
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Changes: [Text](#) [Graphics](#) [Colors](#) [Fonts](#) [Size](#) [Move](#) [Nudge](#) [Paper](#) [Pad Size](#) [Layout](#)

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Nudge

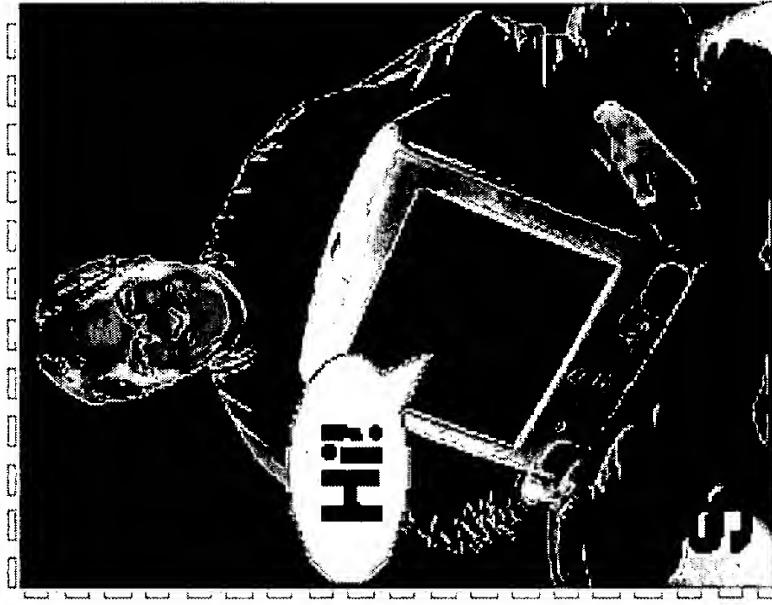
Layout

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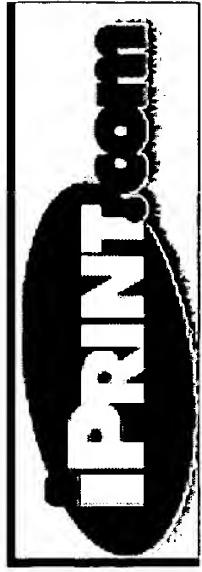
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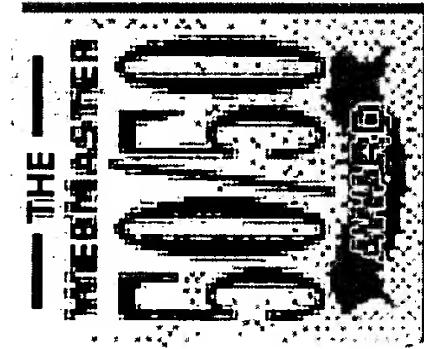
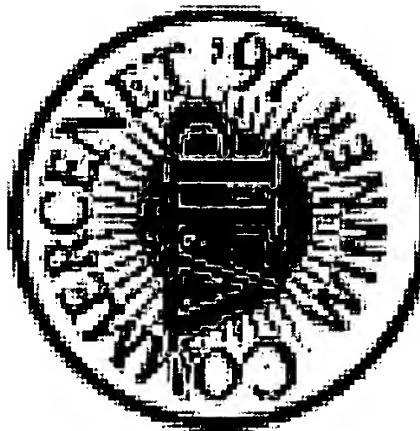
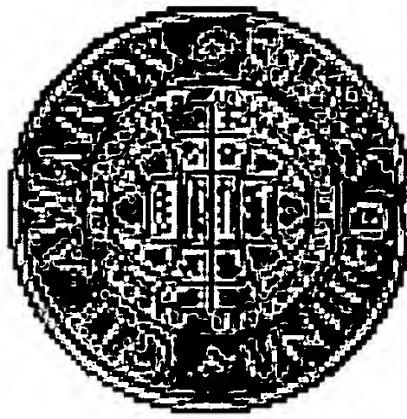
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biggest technological

barrier-to-entry

- Lowest average order and high volumes
- Everything is just a subset of the “one-SY, two-SY” market



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IRS	Sir Speedy
Nationwide	Hallmark
Richardson Electronics	Day-Timers
	<i>Etc.</i>





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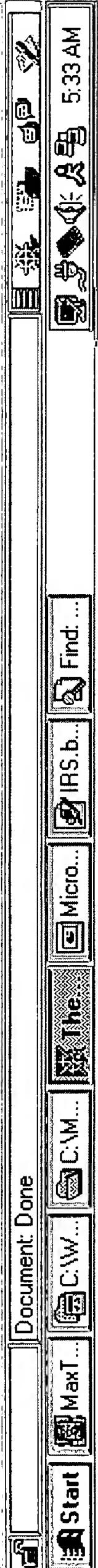
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C:\My D...

Microsoft...

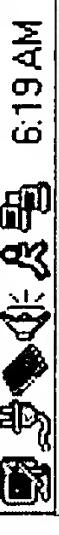
Design

MaxTime

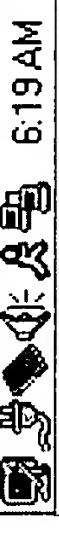
Start

Welcome...









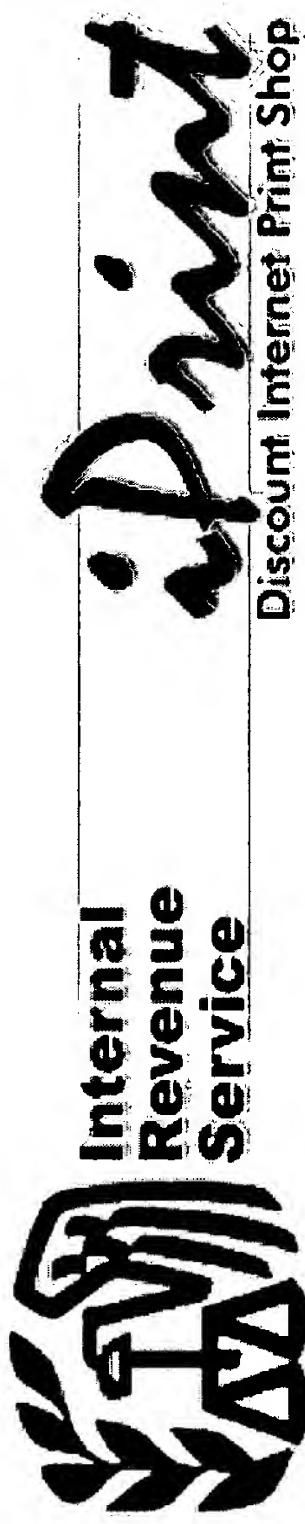
6:19 AM



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Discount Internet Print Shop

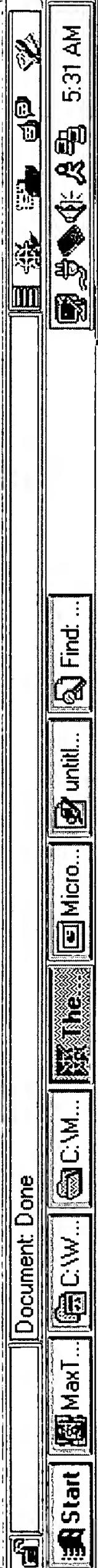
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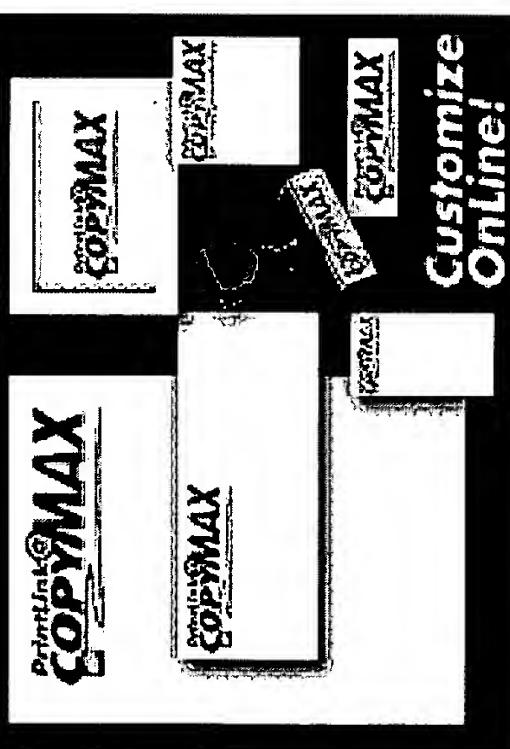
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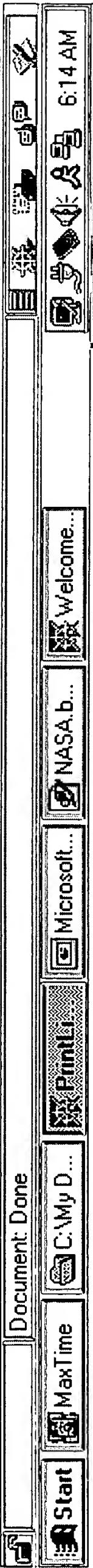


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Frequent Diner Qd. Wm.
with two meat toppings!

FREE
10th order

Document: Done

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Internet Ou...

Design

Start

Customer ...

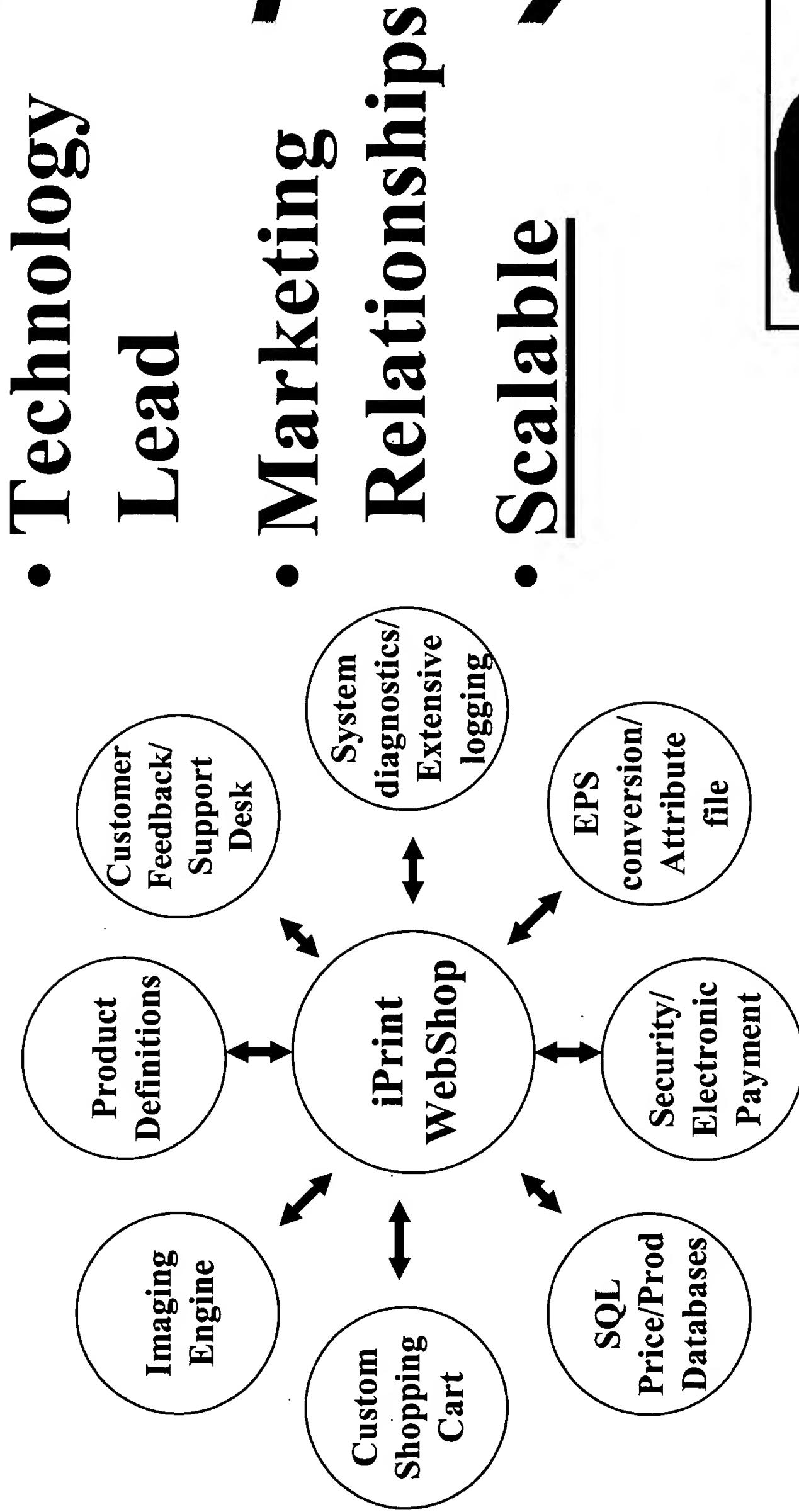
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